

marketing can effectively improve the turnover of enterprises and promote the growth of market economy.

Objective: Aiming at the consumer behavior disorder in marketing, this paper studies the questionnaire survey of consumers, analyzes the influencing factors of consumer behavior disorder, and puts forward corresponding strategies, in order to provide new solutions for consumer behavior disorder in market influence, improve enterprise turnover, and promote the development of market economy.

Research objects and methods: 600 consumers were randomly selected from four shopping malls for questionnaire survey, including 203 male consumers and 397 female consumers. The monthly consumption amount, frequency and consumption behavior obstacles of consumers shall be counted.

Research design: Calculate and count consumers' scores on five factors such as product reputation, appearance, quality, publicity and price, then analyze the influencing factors of consumer behavior disorder, and formulate the coping strategies of consumer behavior disorder in marketing according to the calculation results. The score range of consumers is 0 - 4. The higher the score, the more likely consumers are to make purchase decisions for the product because of this factor.

Methods: The data of the questionnaire results were statistically analyzed by SPSS 17.0 and excel.

Results: Male consumers paid more attention to the reputation and quality of products, while women paid more attention to the appearance, publicity and price of products. The ratings of male and female consumers on product appearance are shown in Figure 1.

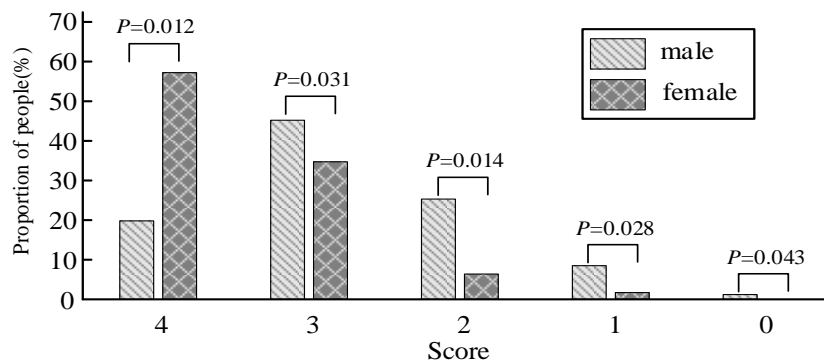


Figure 1. Ratings of male and female consumers on product appearance

Conclusions: Male consumers pay more attention to product reputation and quality, while female consumers pay more attention to product appearance, publicity and price. Therefore, in marketing, it is necessary to formulate targeted and differentiated marketing strategies according to the market positioning of products, so as to achieve twice the result with half the effort, effectively improve market sales and stimulate the development of market economy.

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THE INFLUENCE OF PSYCHOLOGICAL EFFECT ON SCIENTIFIC RESEARCH MANAGEMENT IN COLLEGES AND UNIVERSITIES

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Background: Scientific research is the main driving force and means to promote scientific and technological progress. The quantity and quality of scientific research results can also reflect a country's scientific and technological strength and comprehensive strength. Universities have a large number of disciplines, rich academic resources, more advanced scientific research equipment than private institutions, and have many experienced professors and passionate and energetic graduate students. Therefore, they are often selected as the base of scientific research. As one of the main responsibilities of colleges and universities, scientific research is of great significance to the cultivation of talents, the development of market economy and social development. Therefore, the scientific research level of colleges and universities is one of the main indicators to measure the overall strength of regions and even countries. Based on the above contents, it can be seen that the management of scientific research in colleges and universities is very important. The level of scientific research is closely related to the level of scientific research management. Efficient and scientific research management can promote the improvement of scientific research level in colleges and universities, improve the quality level of students, provide

high-quality scientific research talents for the society, and promote the development of science, technology and society. At present, there are many problems in the scientific research management of colleges and universities in China, such as backward management mode, achievements in management concept, insufficient literacy of scientific research managers, low scientific research enthusiasm and enthusiasm of scientific researchers. In the era of knowledge economy, if we want the scientific research level of colleges and universities to promote social and economic development and improve the comprehensive strength of the country, we must improve the management level of scientific research in colleges and universities.

Psychological effect is a summary of common psychological phenomena and laws of psychological activities in life and society. It is the chain reaction of someone's behavior or something that causes other people or things to change. There are ten common psychological effects, namely bird cage logic, broken window effect, responsibility dispersion effect, Parkinson's law, halo effect, Hawthorne effect, learned helplessness experiment, witness memory, Rosenthal effect and false empathy deviation. Psychological effects have both positive and negative effects. Correctly understanding and mastering psychological effects can form a positive psychology and face various problems in life or work. If you don't know enough about the psychological effect, you will be at a loss in the face of similar problems and form a negative psychology, which will affect the efficiency and progress of work or study. Therefore, the correct cognition and application of psychological effects can effectively improve work enthusiasm and work efficiency. This paper discusses the influence of psychological effect on scientific research management in colleges and universities, hoping to find a method to improve the scientific research management level of colleges and universities, so as to improve the scientific research level of colleges and universities and promote the development of economy and society.

Objective: At present, there are many problems in the scientific research management of colleges and universities in China, such as backward management mode, achievements in management concept, insufficient literacy of scientific research managers, low scientific research enthusiasm and enthusiasm of scientific researchers. In view of this series of problems, this paper studies and discusses the role of psychological effect in university scientific research management, and constructs a university scientific research performance evaluation system, hoping to find a method to improve the level of university scientific research management and enhance China's comprehensive strength.

Research objects and methods: 50 staff engaged in scientific research in colleges and universities were selected for questionnaire survey, including researchers, college teachers and scientific research managers. Through the evaluation of each index in the system, the weight of each index is calculated, and then the effectiveness of the university scientific research performance evaluation system is verified.

Research design: Based on the performance evaluation system of enterprise scientific research management, starting from the three levels of social benefits, economic benefits and scientific research benefits, combined with psychological effects, this paper constructs a scientific research performance evaluation system of colleges and universities, so as to improve the scientific research enthusiasm and enthusiasm of scientific researchers and improve the scientific research management level of colleges and universities. Using Analytic Hierarchy Process (AHP), the index weight is calculated according to the score of the survey object on each index.

Methods: The corresponding data were counted and analyzed by software SPSS 22.0, and the consistency was tested by software YAAHP 6.0.

Results: The consistency ratio of each index was obtained after the corresponding data were processed by software YAAHP 6.0. It was found that the results of the questionnaire basically met the requirements of consistency test, as shown in Table 1.

Table 1. Consistency test results of various indicators

Index serial number	Indicator name	Ratio value	Index serial number	Indicator name	Ratio value
1	Index system	0.0035	7	Scientific research topics	0.0356
2	Scientific research benefit	0.0682	8	Reward for scientific research achievements	0.0172
3	Economic performance	0	9	Scientific research investment income	0
4	Social performance	0	10	Cost benefit	0
5	Thesis monograph	0.0513	11	Personnel training	0.0705
6	Invention patent	0	12	Social recognition	0

Conclusions: The scientific research management level of colleges and universities combined with

psychological effect has increased significantly, which can improve the scientific research enthusiasm of scientific researchers, then improve the scientific research level of colleges and universities, cultivate high-quality talents for the society and the country, improve the national strength and promote the development of society and economy.

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THE HETEROGENEOUS IMPACT OF INDUSTRIAL POLICY ON TECHNOLOGICAL INNOVATION IN DIGITAL ECONOMY INDUSTRY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: With the development of computer information technology, the digital economy industry has also made great progress, and has become the economic pillar of some regions, making great contributions to improving the level of market economy and GDP. The concept of digital economy was first put forward in 1996, which has aroused great repercussions in the economic community. Compared with many developed countries in Europe and America, China's digital economy started late, so the technology of digital economy industry is also relatively backward. Therefore, the research and innovation of digital economy industry technology is of great significance to China's economic development. The technological innovation of digital economy industry and the optimization and upgrading of industrial structure are not only the driving force of the development of digital economy industry, but also an important strategy for the country to realize economic development. In previous studies, scholars have studied and used for reference the development strategy and capital investment of digital economy industry in Europe, America and other developed countries, and put forward a series of measurements to promote the technological innovation of China's digital economy industry and realize the optimization and upgrading of digital economy industrial structure. Industrial policy plays an important role in the optimization and upgrading of digital economy industry.

The effect of industrial policy promoting industrial innovation is highly complex, which is specifically reflected in how the government uses limited policy resources to encourage relevant enterprises to innovate, so as to improve the innovation level. An important feature of digital economy industry is externality. With the continuous development of digital technology, all walks of life begin to realize informatization, intelligence and digitization. Therefore, the introduction of favorable industrial policies to promote technological innovation in the digital economy industry is not only conducive to the development of the digital economy, but also can promote the optimization and upgrading of the overall industrial structure. Secondly, digital technology is based on computer information technology. Its application in other fields has greatly improved the production efficiency of various industries. Therefore, the flexible support of industrial policies can not only promote the improvement of the industrial chain of digital economy, but also improve the production efficiency of enterprises in other industries. Social psychology refers to the study of the occurrence and change law of psychology and behavior of individuals and groups in social interaction, and the discussion of interpersonal relations at the individual level and social group level. Based on the perspective of social psychology, this paper discusses the heterogeneous impact of industrial policy on technological innovation in digital economy industry, and provides guiding opinions for policy formulation and implementation.

Objective: Based on the perspective of social psychology, this paper studies the heterogeneous impact of industrial policy on technological innovation in digital economy industry, provides guiding opinions for the formulation and implementation of industrial policy by local governments, fills the gap of empirical research on the heterogeneous impact of industrial policy on technological innovation in digital economy industry, and promotes the industrial upgrading and development of digital economy industry.

Research objects and methods: 17 digital economy enterprises from 2010 to 2019 are selected as the research object. The enterprises include three industries. The incentive effect of industrial policy on technological innovation in digital economy industry is studied through the patent and financial data of digital economy enterprises. From the perspective of social psychology, this paper selects the influencing factors of industrial policies on technological innovation in digital technology industry, such as government subsidy (sub), tax preference (ETR), credit loan (DLT), etc. This paper uses the empirical analysis method to make an empirical analysis on the data of these enterprises, and discusses the impact of various policies on technological innovation in the digital industry.

Research design: Explain the action mechanism variables of three industrial policies: government